

California Rice Commission

Notice of Meeting & Agenda

International Marketing & Promotion Committee

1:00 p.m., Monday, July 26, 2010

Yuba-Sutter Farm Bureau

475 N. Palora Ave., Yuba City, CA

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Conference Call Information

To participate in the call,

Please contact the CRC at 916-387-2264
to obtain conference call information

For access to a telephone, visit the
California Rice Commission Office:

8801 Folsom Blvd., Ste. 172

Sacramento, CA 95826

or

Marketing Branch Office:

560 J St., Ste. 170

Sacramento, CA 95814

Agenda Item

- I. Administration
 - A. Roll Call
 - B. Call to Order
- II. Approval of Minutes
- III. 2009/10 Program of Work Updates (Brief Updates)
 - A. # C-4 – Market Access - Pursue and Maintain Involvement in Trade Policy to Expand and Open Markets, (\$17,000)
 - i. WTO Update
 - ii. Asia/Middle East
 - a. Updates on Key Regions
 - iii. September 2010 Schwarzenegger Visit to Asia
 - B. # C-5 - International Promotion – Position California-origin Rice as a Premium Product in Key and Emerging Markets, (\$95,000)
 - i. Turkey and Japan Promotion Updates
 - ii. USA Rice Technical Meetings
- IV. Program of Work for FY 2010/11
 - A. Revisions to Program of Work & Budget
- V. USA Rice Evaluation
 - A. Review & Approve
- VI. Personnel - Closed Session (California Government Code 11126(a))

- A. The Committee may go into closed session to discuss and make recommendations to Committee regarding appointment, employment or dismissal of an employee.
- B. Return to open session and announce action taken in closed session, if any.
- VII. Closed session regarding pending litigation pursuant to Government Code Section 11126(e)
 - A. The Committee may go into closed session to discuss pending litigation
 - B. Return to open session and announce action taken in closed session, if any
- VIII. Issues and Scheduling for Next Meeting
 - A. Scheduling of Future Meetings
- IX. Adjourn

All items are subject to discussion and action. All meetings of the California Rice Commission are open to the public and subject to the Bagley-Keene Open Meeting Act. All interested parties are invited and encouraged to attend the meeting.

Persons with disabilities needing special accommodation should contact Jessica Welch, Executive Assistant, California Rice Commission at (916) 387-2264 at least five days prior to the meeting.

This Meeting Notice and Agenda are available on the California Department of Food and Agriculture's Website at <http://it.cdfa.ca.gov/igov/postings/detail.aspx?type=Notices>. For further information regarding the Agenda for this meeting, please contact Tim Johnson, President & CEO, California Rice Commission at (916) 387-2264.